CLAIMS

What is claimed is:

1. A method comprising:

a. receiving a connected-content trigger on a first receiver unit and a second receiver unit, the connected-content trigger having a first value indicating that first content associated with the connected-content trigger is connected content, the first receiver unit including a trigger filter;

b. rejecting the connected-content trigger with the trigger filter such that the first receiver unit ignores the connected-content trigger;

c. executing the connected-content trigger on the second receiver unit;

d. receiving a disconnected-content trigger on the first and second receiver units, the disconnected-content trigger having a second value indicating that second content associated with the disconnected-content trigger is disconnected content;

e. accepting the disconnected-content trigger with the trigger filter; and

f. executing the disconnected-content trigger on the first and second receiver units.

2. The method of claim 1, wherein disconnected content is content that does not require a bi-directional connection to a remote information store.

3. The method in claim 1, wherein executing a connected-content trigger comprises at least one of establishing and maintaining a bi-directional connection to a remote information store.

4. The method in claim 1, wherein rejecting a trigger comprises preventing a display of information associated with the trigger.

5. The method of claim 1, wherein rejecting the connected-content trigger comprises storing at least a portion of the connected-content trigger.

6. The method of claim 1, further comprising storing the disconnected content in a first and second local memory on the respective first and second receiver units.

7. The method of claim 6, wherein the storing occurs before (b).

8. The method of claim 6, wherein the disconnected content comprises a plurality of linked web pages.

9. The method of claim 8, further comprising displaying a first one of the web pages and then displaying a second one of the web pages without establishing a bi-directional connection to a remote information store.

10. The method of claim 8, further comprising displaying a first one of the web pages and then displaying a plurality of the web pages without establishing a network connection.

11. The method of claim 1, further comprising:

g. storing first configuration data in the first receiver unit before (b), the first configuration data defining a disconnected configuration;

h. storing second configuration data in the first receiver unit defining a connected configuration; and

i. having stored the second configuration data, receiving and executing a second connected content trigger that includes a third value indicating that third content associated with the second connected content-trigger is connected content.

12. The method of claim 1, wherein rejecting the connected-content trigger includes storing at least a portion of the connected-content trigger for execution at a later time.

13. The method of claim 12, wherein the later time is a specified time of day.

14. The method of claim 12, wherein the later time is an end of a delay period beginning upon receipt of the connected-content trigger.

15. A receiver unit comprising:

a. configuration data stored in a local memory; and

b. means for distinguishing disconnected-content triggers from connected-content triggers, and for executing the disconnected-content triggers without executing the connected-content triggers.

16. The receiver unit of claim 15, further comprising means for modifying the configuration data of the receiver unit.

17. The receiver unit in claim 15, wherein the disconnected-content trigger includes a first connectivity value, wherein the connected-content trigger includes a second connectivity value, and wherein the means for distinguishing disconnected-content triggers from connected-content triggers distinguishes triggers uses the first and second values.

18. A system comprising:

a. a transmitter transmitting video, a connected-content trigger, and a disconnected-content trigger;

b. a disconnected receiver unit that receives the connected-content trigger and the disconnected-content trigger and executes the disconnected-content trigger and rejects the connected-content trigger, the disconnected receiver unit having a first unidirectional connection to the transmitter; and

c. a connected receiver unit that receives and executes both the connected-content trigger and the disconnected-content trigger, the second receiver unit having a bi-directional connection to a remote information store and a second unidirectional connection to the transmitter.

19. The system of claim 18, further comprising a third receiver unit that receives the connected-content trigger and executes the connected-content trigger at a specified time, the third receiver having a bi-directional connection to a remote information store at a later time and a third unidirectional connection to the transmitter.

20. The system of claim 18, further comprising a third receiver unit adapted to receive the connected-content trigger and stores at least a portion of the connected-content trigger for execution at a later time.

21. The system of claim 20, wherein the later time is a specified time of day.

22. The system of claim 20, wherein the later time is an end of a delay period beginning upon receipt of the connected-content trigger.